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THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST  
WASHINGTON, DC 20006  
202-457-4800 • 800-424-9876

MARTIN J. GLEASON  
Director of Issues Management  
202/457-4856

MEMORANDUM

SEP 13 1989

August 30, 1989

TO: Advertising Project Coordinating Committee

FROM: Martin Gleason

SUBJECT: Advertising Issues Activities

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Following is a description of two efforts that are being undertaken by The Tobacco Institute's Public Affairs Division, with the assistance of the member companies, to complement other ongoing efforts in connection with tobacco product advertising issues.

1. The Document Project.

- (a) White Paper. We will produce an advertising issues white paper setting forth comprehensively the basis of our opposition to the various proposals to ban or restrict tobacco product advertising and promotion, with special attention to "tombstone" proposals. The document will address in detail the arguments set forth in the recent reports of the New Zealand Toxic Substances Board and the Tobacco Use in America Conference. We will circulate an outline of the White Paper in mid-September. Working with member company personnel, The Institute's Information Center will identify underlying research materials.
- (b) Journalists' Paper. We also may produce, in addition to the White Paper, a shorter document primarily for use with journalists covering the tobacco product advertising issue. This paper will be adapted from the White Paper.
- (c) Experts' Booklet. We also will produce a booklet of short essays by experts on various aspects of the tobacco product advertising issue. These essays would provide, in personalized form, support for the arguments made in the White Paper. The contributors to the booklet will be drawn primarily from experts identified previously as consultants and/or expert witnesses.

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2. The Witness Project. With the assistance of the member companies and outside counsel, we are taking steps to identify additional experts on various aspects of the tobacco product advertising issue. These aspects may include, among others --

- The purpose and function of advertising and promotion in a mature market, with specific focus on pertinent features of the cigarette market and the actual extent and value of interbrand competition.
- The purpose and function of images, slogans, colors, etc. in cigarette advertising as necessary means of attracting the attention of adult smokers and distinguishing one brand from another.
- The purpose and function of images, slogans, colors, etc. in cigarette advertising as efficient means of communicating information about such product characteristics as flavor and taste.
- The differences between consumer products that require the use of images, slogans, colors, etc. in advertising, and products (such as securities and other financial instruments) that do not.
- The decisive influence of parents, peers and siblings in a young person's decision to begin smoking, and the relative insignificance of advertising and promotion in that decision.
- The increased incidence of smoking among women as part of a general disintegration of sex-stereotyped consumption patterns in the past twenty years, and the reactive quality of advertising that appeals to segments of the women's market.
- The importance of sponsorship of athletic and cultural events by cigarette manufacturers and the dangers of substituting dependence on public funding.

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*Is advertising to the consumer?*  
*Yes, advertising is to the consumer.*

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The name of each candidate will be submitted to outside product liability counsel. Product liability counsel will review each candidate with Covington & Burling, identifying any potential problems. Covington & Burling will then recommend candidates to us. Once contact with a candidate has been approved by all appropriate parties, we will, with Covington & Burling, interview the candidate, accompanied as appropriate by member company personnel or outside counsel. If we conclude that the candidate would serve the purposes of the project, education and development of the candidate will begin.

The witnesses developed through this project would serve one or more of a number of functions. Most likely, only one or two advertising experts will be allowed to testify on behalf of The Institute at an advertising hearing in Congress, but those who do not testify in Congress would be available to speak to journalists, prepare papers and participate on our behest in any advertising conferences. They also will contribute essays to the experts' booklet. For the Congressional witnesses, academic prestige, while desirable, is not the only important quality sought. Also, critical is an ability to speak in clear, practical terms on the basis of actual experience, and to perform effectively as an advocate in an adversarial setting.

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